

Message Text

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SUBJECT: MINERALS EXPLORATION AND PRODUCTION TECHNICAL
SEMINAR, OCTOBER 18-21, 1976, JAKARTA -
FINAL REPORT BY COORDINATOR

1. SEMINAR SESSIONS: ALL SPEAKERS EXTREMELY PLEASED WITH
RESULTS OF SEMINAR. COMBINED ATTENDANCE FOR TWO-DAY SEMINAR
PROGRAM WAS 157. ALL MAJOR MINING COMPANIES IN INDONESIA
REPRESENTED. ATTENDANCE FAIRLY EVEN BOTH DAYS WITH HIGHEST
NUMBER (86) FOR WABCO'S PRESENTATION.

2. BUSINESS TRANSACTED:

(A) SALES: \$4.7 MILLION IN TWELVE MONTH SALES ANTICIPATED.
NO IMMEDIATE SALES REPORTED.

(B) APPOINTMENTS: MAJORITY OF BUSINESS APPOINTMENTS FOR
SPEAKERS ARRANGED THROUGH LOCAL REPRESENTATIVES. THESE WERE
MAINLY HELD OUTSIDE HOTEL BIC IN MORE PRIVATE ATMOSPHERE.

(C) LEADS: TOTAL OF THIRTEEN GOOD SALES LEADS DEVELOPED.

(D) REP FIND: ONE AGENT SIGNED BY JOY AND ONE TO BE
SIGNED BY MARION POWER WITHIN 30 DAYS.

(E) OBJECTIVES: FIVE PARTICIPANTS REPORTED FULLY
MEETING PRIMARY PARTICIPATION OBJECTIVES. INGERSOLL RAND
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INDICATED PARTIAL ACHIEVEMENT OF THEIR OBJECTIVE WHICH WAS

FOR EXPOSURE AND IMMEDIATE SALES.

3. PARTICIPANTS' COMMENTS QUOTED BELOW. (NONE CLEARED FOR PUBLICATION):

(A) JOY: AUDIENCE DISTRIBUTION ACCURATELY REFLECTED THE COMPOSITION OF THE LOCAL/INTERNATIONAL MINING COMMUNITY IN INDONESIA. ORGANIZATION OF SEMINAR WAS EXCELLENT.

(B) INGERSOLL RAND CO.: SEMINAR GAVE ME AN OPPORTUNITY TO MEET PEOPLE WHO I WOULD NOT HAVE BEEN ABLE TO MEET IN 20 TRIPS TO INDONESIA. THE TURNOUT FOR THE SEMINAR WAS BETTER THAN EXPECTED.

(C) MARION POWER SHOVAL: MARKET FOR OUR PRODUCTS IN INDONESIA IS LIMITED TO 4 OR 5 CUSTOMERS. OUR SALES POTENTIAL OVER LONG TERM, I.E, 2-3 YEARS IS \$2 TO \$5 MILLION WE HAVE RECEIVED A PERSONAL INVITATION TO VISIT THE INCO MINE SITE IN SULAWESI. WE'RE DELIGHTED*

(D) DRAVO: WE PARTICIPATED FOR EXPOSURE AND RESULTS WERE AS EXPECTED. SEMINAR ENABLED ME TO MEET MORE PEOPLE AT ONE TIME THAN I COULD DO ON MY OWN IN 18 MONTHS.

(E) CLARK: PARTICIPATED FOR EXPOSURE, BUT ALSO USED SEMINAR AS AN OPPORTUNITY TO TRAIN OUR LOCAL PEOPLE. SEMINAR HELPED US TOUCH BASE WITH PEOPLE THAT WE WOULD HAVE DIFFICULTY REACHING IN NORMAL COURSE OF BUSINESS.

(F) WABCO: SEMINAR GAVE ME AN OPPORTUNITY TO FIND OUT FIRST-HAND WHAT THE RESISTANCE HAS BEEN TO OUR EQUIPMENT IN INDONESIA. WE DEVELOPED A NUMBER OF GOOD LEADS WHICH OUR LOCAL REP WILL FOLLOW-UP. WABCO HAS BEEN ASKED BY THE IMA TO RETURN TO INDONESIA TO GIVE A SPECIAL SEMINAR ON TRANSPORTATION.

4. PLEASE PASS FOLLOWING COMMENT TO APPROPRIATE COMMERCE OFFICIALS OR OTHER GOVERNMENT DEPARTMENTS: UNIVERSAL CONCERN EXPRESSED BY LOCAL REPS ON PERSONAL INCOME TAX REGULATION DETERRING CONTINUING REPRESENTATION OVERSEAS UNCLASSIFIED

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BY U.S. FIRMS.

5. INTEREST EXPRESSED FOR HOLDING SIMILAR SEMINAR IN THE PHILLIPPINES AND THE PRC.

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